

Plans Are Laid To Make Coney Great Resort

Proposal for Improvements
at Summer Mecca for N. Y.
Is Being Pressed by Busi-
nessmen With Enthusiasm

To Rival Atlantic City

Brooklyn Borough Will Bear
Expense of Walk; Other
Boroughs Asked to Aid

A boardwalk larger and even more
pretentious than that boasted by At-
lantic City will be constructed and
ready for use in Coney Island by the
summer of 1921 if the present plans
of the business interests of that re-
sort and the city authorities are car-
ried out.

Since the Board of Estimate and Ap-
propriation decided at its meeting on
December 19 to adopt the recommenda-
tion of Edward Biegelmann, President
of the Borough of Brooklyn, and the
resolution authorizing proceedings for
the acquisition of title and fixing the
area of assessment, the sponsors of
the improvement have been busy pre-
paring to carry it out.

Brooklyn Borough is to bear the ex-
pense of constructing the boardwalk
alone. The other boroughs were asked
to contribute, because it was believed
that the people of those boroughs
would benefit from the improvement,
but the authorities to whom the re-
quest was made refused to consider it.

Details Are Arranged
The plan provides for a boardwalk
larger by 30 per cent than the one
now in use at Atlantic City. It will
be nearly eighty feet wide and extend
from the foot of Ocean Parkway west-
ward to the Gate, a distance of nearly
two miles. It will be built on re-
inforced concrete girders. The flooring
will consist of wood planks resting on
wooden joists. It will be built ap-
proximately 100 feet beyond the pres-
ent high water line, and the walking
surface will be about fifteen feet above
the high water mark. A beach will be
created which will have the effect
of advancing the high water line about
three hundred feet seaward. This will
be accomplished by pumping sand from
the bottom of the ocean through a
series of pipes, and the sand will be
distributed by a series of chutes, and
will be protected by bulkheads, and
the sand will be distributed to the beach
from the line of the boardwalk.

The boardwalk which is estimated
to cost \$1,000,000 for the Coney Island
Borough includes not only the ex-
pense of the land south of the ex-
isting boardwalk, but also the expense
of the complete physical im-
provements. The latter will consist
of the boardwalk itself and the regulation
of the beach. At present the high
water line is irregular, due to erosion
in some places, and to the various struc-
tures, from time to time, have
been built by individual prospectors
for the purpose of protecting, and of
possibly increasing, their beach front.

In order to do away with this
unsightly appearance and at the same
time to provide a continuing, regular
and safe beach for the use of the
public, it is proposed to establish a
new high water line.

The plan of structure recommended
for the beach is believed to be the most
desirable as it is economical, and the
cost of the entire construction will be
included in the \$1,000,000 figure. This
will be much less than the cost of the
other plan, which would have been the
cost of the increased valuation of the beach
front within the immediate vicinity.

At the present time land values in Coney
Island are steadily increasing, and the
assessors estimate that the proposed
improvement will result in an increase
of the assessed value of the beach front
of about \$1,000,000, and it is
predicted that this amount would be
distributed in a ten-year period, and to the
benefit of the residents of Coney Island.

It is believed that the plan of im-
provement is the best for the Coney
Island Borough, and the prospects for
its construction now seem to be
assured.

To Develop Island
The development of the island has
been anything but what it should have
been in the past decade. In other
words, it has been standing still while
other places with the same ideal
facilities and conditions have become
year-round resorts of health and
pleasure.

The borough head called attention
to conditions on the beach at the pres-
ent time, and pointed to photographs
to substantiate what he said.

"Conditions on the beach front of
this resort, which is the one place
within the greater city affording
healthful recreation to the masses of
people of limited means, are admittedly
bad and should be remedied," he con-
tinued. "To my mind the only way of
bringing about a change is to place
the entire control of the beach front
under the jurisdiction of the municipal
authorities, and by restoring to the beach
front and building the boardwalk giv-
ing the people an unobstructed view
of the sea and relieving the congestion
on Surf Avenue, which we know in
recent years has reached the limit of
its capacity. It is my purpose to see this
thing through."

The area of assessment is laid out
in five zones. "Zone A" includes the
upland adjoining the walk to a depth
of 100 feet, and will bear a 12 1/2 per
cent share. "Zone B" includes the
adjoining zone bounded on the north
by Surf Avenue, and will also bear a
12 1/2 per cent share. "Zone C" will be
assessed a 5 per cent share of assess-
ment, which will be spread upon the
area between the last mentioned zone
and Mermad Avenue and Sheepshead
Bay Road. Five per cent will be as-
signed upon all the remaining area of
Coney Island west of Coney Island
Avenue, which will be known as "Zone
D." The Borough of Brooklyn will
bear a 65 per cent share of the entire
assessment.

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\$12.50 Satin Petticoats, \$9.50

An unusually desirable skirt to wear with
thin dresses, and especially adapted to the
needs of the woman who prefers a wash
petticoat. Made of soft serviceable satin,
with deep double flounce; the entire Petti-
coat is lined with fine cotton, making it
shadow-proof, as well as adding to its ser-
viceability.

Second Floor

Fulton Street.
Bond Street.

Frederick Loeser & Co., Inc.

BROOKLYN - NEW YORK

Business Hours 9 to 5:30

Livingston St.
Elm Place.

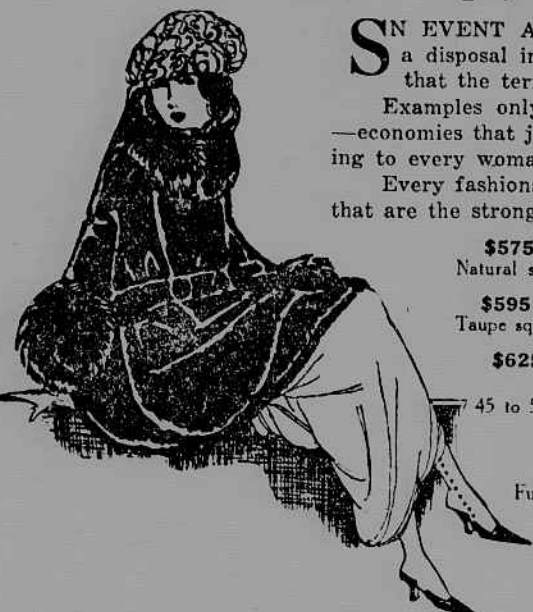
Remnants of Woolen Fabrics

For Dresses, Suits, Coats and Skirts
75c. to \$3.98 Yard for
Values 95c. to \$5.95
Stock accumulations, together with some mill
ends, including some of the most fashionable
plain and fancy weaves, navy blue weaves and
fancy plaids.
Lengths of 2 to 5 yards, suitable for chil-
dren's and misses' dresses and coats, women's
skirts and suits.
Fabrics of regular 95c. to \$5.95 values for
75c. to \$3.98 a yard.

Second Floor

Great January Sale of Furs

Extraordinary Reductions : : Savings of a Fourth to a Third on Fur Coats, Wraps, Capes, Muffs, Neckpieces, Sets



AN EVENT ANNUALLY PROVIDING the most remarkable Fur values of the year;
a disposal in which Furs of assured quality and reliability—Loeser's Furs in all
that the term implies—are offered at far less than their real worth.
Examples only—these listed of the substantial economies in which the sale abounds
—economies that just at this time with weeks of winter weather ahead are doubly interest-
ing to every woman who has planned to purchase new Furs.
Every fashionable pelt, every accepted style is represented in the collection, at prices
that are the strongest possible incentives to investment.

\$575 Hudson Seal Coats, \$495
Natural squirrel collar, cuffs and pockets.
\$595 Hudson Seal Coats, \$495
Taupe squirrel collar, cuffs and border.

**\$625 Hudson Seal Coats and
Dolmans, \$595**
45 to 51 inches long; large collar and cuffs.

**\$695 to \$750 Hudson Seal
Dolman Coats, \$595**
Full models; lined in rich silks.

\$750 Mink Coats, \$595
36 inches long; dark skins.

\$1,875 Mink Wrap, \$1,595
Full length; made of dark skins.

\$265 Hudson Seal Coats, \$195
Full model with belt.

\$295 Hudson Seal Coats, \$235
Full belted models lined with soft silks.

\$425 & \$495 Hudson Seal Coats, \$395
Dolman models lined in rich silks.

\$595 Hudson Seal Dolman Coats, \$495
Full length, large crush shawl collar and cuffs,
lined in rich silks.

\$1,250 Alaska Seal Wrap, \$975
45 inches long; large crush collar and cuffs.

\$195 Civet Coat, \$165
With Hudson seal collar and cuffs.

\$295 Taupe Nutria Coats, \$235
Full belted model.

\$145 Natural Muskrat Coats, \$125
Full model with belt; lined in soft silks.

**\$365 to \$395 Natural
Muskrat Coats, \$295**
Full belted model; lined in pussy willow.

\$110 to \$125 Pony Coats, \$95
36 and 40 inches long; full model with belt.

\$225 Pony Coats, \$195
36 to 45 inches long; nutria collar and cuffs.

\$250 Nearsel Coats, \$165
36 inches long.

\$350 and \$375 Nearsel Coats, \$250
Beaver collar and cuffs; full model with belt.

**\$110 to \$185 Marmot Coats
\$95 to \$150**
Plain and trimmed with raccoon collar and
cuffs.

**\$395 to \$425 Mole and Squirrel
Coats, \$295**
\$395 Natural Squirrel Coats, \$295
Men's Fur Lined Coats, \$125 to \$185
Lined marmot and muskrat; gray and brown
cloth; Hudson seal, otter, beaver and marmot
collar.

\$725 Scotch Mole Coat, \$625
46 inches long; large cape collar and cuffs of
skunk. Choice selected skins.

Equally Excellent Values in Smart Small Furs

Beaver Muffs, \$50 and \$60
Barrel shape.

Nutria Muffs, \$27.50
Barrel and canteen shapes.

Nearsel Muffs, \$20
Barrel and canteen shapes.

Hudson Seal Muffs, \$35
Made from whole skins of Hud-
son seals. Barrel shape.

\$75 Fox Sets, \$60
Taupe and Kamcharka shades.

\$95 Wolf Sets, \$85
Taupe shades.

\$115 Beaver Capes, \$95
Stole effect.

\$95 Beaver Capes, \$85
Shoulder Cape.

\$85 Beaver Capes, \$75
Deep Shoulder Cape.

**\$225 Natural Squirrel
Cape, \$175**

**\$150 Natural Squirrel
Cape, \$115**

**\$195 Hudson Seal
Coats, \$165**
Large beaver collar.

**\$115 Australian
Opposum Stole, \$95**

\$85 Mole Capes, \$75
Genuine Scotch mole.

\$135 Hudson Seal Cape, \$95
Taupe squirrel collar.

**\$185 Hudson Seal
Cape, \$165**
Deep Shoulder Cape.

\$40 Fox Scarfs, \$27.50
Taupe shades; wide animal
effect.

**Fisher Skins, Rich Dark Pelts
\$195, \$215 and \$265**

Hudson Bay Sables
In one skin animal effect; choice
skins. \$75, \$95 to \$135.

Genuine Silver Fox Skins
\$275, \$375 and \$575
Choice selected skins.

Russian Sables
\$175, \$375, \$475, \$575
Two-skin animal effect; choice
dark selected skins.

**Mink Sets, Muff and Cape,
\$295, \$365, \$450**
Choice Eastern Mink, dark skins;
Cape and Stole effect.

Winter Clearance of Loeser Apparel

For Women, Misses, Girls : : Reductions 1/5 to 1/2

SO STIRRING are the values, so splendid the response to the announcement of this event, that those planning to participate in its economies must
make haste.

For this Loeser Sale is vitally interesting to the hundreds of women who have waited to complete their winter outfits, waited, knowing the
savings an occasion like this affords.

Buying has been spirited, steadily assortments, ample enough to apparently meet all demands, are being depleted. And with weeks of cold
weather still ahead, it is sane and sure economy to buy and without delay. Every garment is strictly desirable, from the standpoint of quality, style,
workmanship. There are sizes, colors, models to please every preference.

Come at once, come as early in the day as possible and count on being satisfactorily and promptly served.

Typical Instances of Reductions Cited Below

\$25 from \$39.75. French Seal
collared Coat of silverline velvet;
full silk lined and interlined.
\$49.75 from \$89.50. Stylish
Bolivia cloth Coat, various colors;
large convertible collar.
\$85 from \$135. Beautiful suede
velvet cloth Coat; selected raccoon
collar; large sizes.

\$69.50 from \$98.50. Fine silver-
lined Bolivia, nutria Collar.

\$48.50 from \$85. French tri-
color Dresses, black and navy; elab-
orately silk and wool embroidered.

\$37.50 from \$69.50. Combination
Georgette crepe and satin,
self silk embroidered.

\$59.50 from \$135. Georgette
Evening Frocks, pastel shades;
crystal bead trimmed.

\$49.75 from \$87.50. Man-tail-
ored Suit of rich duvet velvet
superior; colors.

\$135 from \$240. Blended
Squirrel Collar and border of faison
peachbloom.

\$25 from \$39.75. Brocaded
silk frock, lace trimmed; black,
navy and colors.

\$29.75 from \$55. Chiffon broad-
cloth tailored Suits, black and col-
ors; convertible collar.

\$87.50 from \$150. Navy blue
Suits, natural gray squirrel Shawl
Collar; French suede velvet.

**90 Women's Winter Suits
Fur Trimmed and Tailored**
Now \$32.50 to \$135 : : Originally \$55 to \$225
Suede velours, broadcloths, silverlines, peachbloom, velveteen. Most-
ly one of a style. Sizes 34 to 46.

**189 Women's Winter Coats
Fur Trimmed and Plain Tailored**
Now \$25 \$29.75 \$39.75 \$49.75 \$89.50
Originally \$39.75 \$48.50 \$55 \$85 \$145
Suede cloth, peachbloom, silverline, Bolivia, velours, fannelone;
plain and brocaded silk lining. Sizes 34 to 44; some to 51 bust.

22 Reception Dresses and Evening Gowns
Now \$59.50 \$89.50 \$115 \$165 \$235
Originally \$87.50 \$150 \$195 \$295 \$325
Chiffon velvets, Georgettes, satins, brocades, silk taffetas, in the
loveliest of colorings and black. Women's sizes 34 to 44.

**55 Girls' Winter Coats
For School and Dress**
Now \$15.95 to \$37.50
Originally \$19.75 to \$49.75
Wool chevrons, polo cloth, broad-
cloths, velveteens, duvet de laine
mixtures; loose back and belted
styles; new and desirable. Sizes
8 to 14 years.

**55 Girls' Silk and Chiffon
Frocks, for Party and
Dancing Wear**
Now \$12.75 to \$35
Originally \$16.75 to \$47.50
Silk taffetas, Georgette and chif-
fon, in dainty colors; many lace
trimmed; others hand embroidered.
Sizes 10, 12 and 14 years.

169 Street Dresses and Afternoon Frocks
Now \$18.75 \$25 \$37.50 \$48.50 \$59.50 \$75
Originally \$29.75 \$39.75 \$69.50 \$85 \$95 \$125
Wool tricotines, serges, tricotines, satin crepes, Georgette, silks,
chameuse and taffeta. Women's sizes 34 to 44.

70 Misses' Winter Coats : : Fur Trimmed and Tailored
Now \$15.75 to \$49.75 : : Originally \$19.75 to \$69.50
Sport styles, full length and three-quarter length Coats, in wool
chevrons, silverline, suede velvet, broadcloth, polo cloth, Bolivia. Sizes
14, 16 and 18 years.

87 Misses' Winter Suits : : Fur Trimmed and Tailor Made
Now \$18.75 to \$79.50 : : Originally \$32.50 to \$132
Fine wool velours, silverlines, suede cloth, broadcloth, velveteens;
three-quarter lengths and short ruffle models. Sizes 14, 16 and 18 years.

Seal Plush Dolmans
Values to \$65.00
Now \$69.50
Graceful wrap Coats, in this fur
fabric that has the depth and rich-
ness of Hudson seal; 47 and 49
inch models; reproductions of
handsome fur coats, lined with
rich brocades or striped silks.

Special Value in Skirts
All Sizes, Waistbands and
Lengths
Velveteens, Poplins and Silks
Values to \$18.50, Now \$9.75
Wool Checks, Plaids and Tweeds
Values to \$10.75, Now \$5.95
Cotton Gabardine and Cheviot
Values to \$3.50, Now \$1.75

Women's \$12 Shoes for \$8.60

A SHIPMENT of fine footwear that was long overdue is now offered at a price less than the current wholesale for Shoes
of such exceptional character and style.

The model is a particularly smart one in lace style, of patent leather with fawn colored kidskin tops. It is extra
high cut with welted soles and leather French heels. Some have plain toes, others with stitched tips. Widths A to D.
Shoes intended for selling at \$12 for \$8.60.

Main Floor, Elm Place.

Twenty-eighth Annual Needlework Sale

Handsome Decorative Linens and Table Laces Unprecedented in Their Low Prices

THIS GREAT LOESER SALE ANNOUNCED to start tomorrow will provide a genuine treat for
women who love beautiful home things as well as because of the special opportunities it offers.
Surpassing in every way all previous sales, it presents thousands of dollars' worth of merchan-
dise, including:

**Beautiful Italian Embroidered Linens, Handsome Filet Lace Pieces, Many Odd Lots of Fine Linens
and Laces, Fine Stamped Articles for Embroidering, Clearance of Embroidered Model Pieces.**

During the greater part of the past twelve months the sale has been in preparation. We have kept in touch with manu-
facturers and importers, seeking always something out of the ordinary and always ready to take advantage of favorable mercantile
happenings.

Our accomplishment is evidenced by the fact that we have
stocks of Decorative Linens and Laces in our history, and we offer
VALUES ENTIRELY WITHOUT A PARALLEL.

Italian Embroidered Linens At Half Price and Less

Elaborate and exquisitely wrought designs, embroidered on
fine linen in a cream color. Richelieu and solid embroidered pat-
terns, many with Venice and large motifs of beautiful Filet. The
edges of most of these pieces are trimmed with wide Filet lace, a
few are hand hemstitched and some are finished with embroidered
scallop.

Tea Cloths, round and square, 36x36; values \$32.50 to \$115,
at \$15.50 to \$52.50
Luncheon and Dinner Cloths, 45, 54 and 90 inches in diameter;
values \$110 to \$400, at \$52.50 to \$189
Banquet Scarfs, 36x90, the average size; value \$169, at \$75
Thirteen-piece set, consisting of one Scarf 20x54 inches, and twelve
oblong Plate Doilies 12x16 inches each; value \$225 a Set,
for \$100

Odd Pieces of Fine Laces 50c. to \$39 for Values \$1 to \$75

In this lot are various attractive pieces of Cluny Lace, Filet
Lace, Embroidered Pieces and fine Madeira Linens.
There are many sizes and shapes and excellent choosing for
the early comers.

Madiera Embroidered Doilies

29c., 39c. and 69c., Values 39c. to \$1.25
Six inches in diameter, embroidered in various pretty de-
signs on fine quality linen.

Madiera Embroidered Doilies

69c., 89c. and 98c., Values \$1 to \$2
Ten inches in diameter, embroidered in attractive patterns
on fine quality linen.

Imitation Filet Lace Scarfs

20x32, Values \$2, at \$1.25
20x40, Value \$2.25, at \$1.39
Rich effects with fine quality linen centers.

Imitation Luncheon Cloths

46x36 Round, Value \$5.50, at \$3.69
With wide borders of imitation Filet.

New Hosiery and Knit Underwear

The Midwinter Sale Sets a Record : Prices Approximating Wholesale in Many Cases

THE ANNUAL EVENT is wonderful through its practical economy. It is wonderful in its service features, presenting
thousands of dollars worth of the best merchandise and offering a considerable quantity of the staple and silk Hosiery
in THREE AND SIX PAIR LOTS at record low prices.

The following details no more than hint at what the sale contains. But no printed details can fully illustrate the good-
ness of the qualities, the wide variety or the immensity of the stocks.

Women's Staple Lisle and Cotton Stockings

Sold Only in Six-Pair Lots
Six Pairs for \$1.50. Black, white and colored fine gauge
cotton Stockings.

Six Pairs for \$2. Black, white and colored fine gauge silk
lisle and cotton.

Six Pairs for \$3. Black, white and colored fine seamed black
silk lisle; also black, white and balbriggan full fashioned
cotton.

Six Pairs for \$4.50. Black, white and colored superior qual-
ity fine gauge silk lisle and cotton.

Men's Staple Cotton and Silk Lisle Socks

Sold Only in Six-Pair Lots
Six Pairs for 75c. Black, white and tan cotton socks.

Six Pairs for \$1.50. Black, white and colored cotton Socks,
well reinforced.

Six Pairs for \$2. Black, white and colored fine gauge cot-
ton and silk lisle Socks, well reinforced.

Six Pairs for \$3. Black, white and colored fine gauge cot-
ton and silk lisle.

Six Pairs for \$4.50. Black, white and colored superior silk
lisle, well reinforced.

Children's Staple Cotton and Silk Lisle Hosiery

Sold Only in Six-Pair Lots
Six Pairs for \$1.50. Black and white medium weight fine
ribbed cotton.

Six Pairs for \$2. Black, white, tan and cordovan fine
ribbed cotton Stockings.

Six Pairs for \$3. Black and white fine ribbed cotton and
silk lisle Stockings.

Six Pairs for \$4.50. Black fine ribbed heavy weight cotton
Stockings of superior quality, in sizes 10 to 11 1/2.